



# ELYSE LAUGHLIN, MBA

Communications & Design Consultant

✉ elyselaughlin@gmail.com

📞 (269) 449-7066

📄 www.elyselaughlin.com

## PROFILE

Professional storyteller offering communications, design, and development services for non-profit organizations.

Eager to learn and continually develop my creative skill set. Driven by compassion to help the oppressed and build community. Focused on utilizing my gifts and talents to help non-profit organizations thrive.

## SKILLS

Project Management

Graphic Design

Writing & Editing

Social Media

Web Design

## INTERESTS



## EDUCATION

2014  
2012

*Ferris State University • Big Rapids, Michigan*  
**MASTER OF BUSINESS ADMINISTRATION**

- Completed Certificate in Design & Innovation Management through Kendall College of Art & Design
- Graduated with Honors of Distinction, GPA 3.86

2008  
2006

*Michigan State University • East Lansing, Michigan*  
**BACHELOR OF ARTS, JOURNALISM**

- President of International Justice Mission Campus Chapter
- Graduated with Honors, GPA 3.56



## EXPERIENCE

2017  
2015

*Laughlin & Schultz • St. Joseph, Michigan*  
**COMMUNICATIONS CONSULTANT**

- Crafting strategic messaging and designing brand assets to increase donor and supporter engagement across marketing channels, including websites, social media, email, printed materials, and more.
- Clients have included the Mosaic Christian Community Development Association, Brookview Montessori School, Mosaic on Main, HRGlocal, The Harbor Market, Mosaic Resale Store, and more.

2015  
2013

*Advanced Dermatology • St. Joseph, Michigan*  
**BUSINESS & MARKETING MANAGER**

- Designed and managed all marketing efforts to promote my family's medical practice through social media, websites, email marketing, and in printed media.
- Managed day-to-day operations, including payroll, staff recruitment, customer service concerns, and new systems implementation.

2013  
2010

*Wedgwood Christian Services • Grand Rapids, Michigan*  
**COMMUNICATIONS MANAGER**

- Managed the redesign process of the organization's website, worked with third-party web developers, and managed website content.
- Designed and maintained a library of printed marketing materials for more than 35 programs.
- Assisted in planning fundraising events generating more than \$500,000 in annual revenue.

2009

*International Justice Mission • Washington, D.C.*  
**COMMUNICATIONS INTERN**

2008

*Church World Service • Lansing, Michigan*  
**INTERN**